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McCLUNG BROS.

ROUTE 5

TYLER, TEXAS

28th ANNUAL SPRING SALE

Hints on CARE and CULTURE of ROSES

There is no other business so fraught with sentiment, or that has the peculiar lasting fascination as the business of raising. We have always been among Roses where they ran riot along the fences clambered up the front gallery and climbed trellises with a wealth of bloom and fragrance. "He who would have beautiful Roses in his garden must have beauty in his heart." There is no greater refining influence in Nature than that imparted in the cultivation of the beautiful in flower. The hearts of children are more closely bound to the sweet and pure ties of home if that home is embowered in leafy surroundings and fragrant flowers. The children will grow up and go out from these homes with Roses in their hearts to the world.

LOCATION

Select a sunny location where water does not stand after a rain and as far away as possible from large trees and shrubs, as the roots of these usually extend farther than the branches, and sap the ground for a considerable distance. Do not plant on ground where roses or other trees have grown old and died. A sandy loam soil is best with a clay sub-soil, but roses will do well in almost any soil if it is well fertilized, drained and cultivated. If the only available site is damp or soggy all the time, drain it with tiles or stones laid at the edge of the beds.

PREPARATION OF SOIL

If possible, have the beds plowed or spaded as deep as 12 to 18 inches turning the top soil under and thoroughly pulverizing the soil a week or so before planting in order to let it settle.

PLANTING

Open the package of roses as soon as they arrive and plant at once or dig a trench and cover the roots with moist or wet dirt and the tops with straw or burlap to prevent drying out. Prune off any broken or bruised roots and small branches and cut the heavy canes back to about six or eight inches above the graft or union of the root stock. (See Fig. 1.)

Dig a hole large and deep enough so that the top of the graft will be at least two inches below the ground level, with the roots extended in a natural position. (See Fig. 2.)

Set the plant in the hole as shown in Fig. 3.

Fill in the hole with loose dirt and soak with water and after refilling the hole use both feet to tramp the earth firmly around the roots. (See Fig. 4.)

Then cut back the top to four or five inches as shown in Fig. 5. All our Roses are pruned before shipping but should be pruned back farther as indicated above.

CULTIVATION

The roots of roses should not be disturbed but the surface of the bed should be kept cultivated to a depth of two or three inches by going over it every week or ten days. If this dust mulch is maintained it will help conserve the moisture and save a great deal of labor in watering. Should the beds become too dry soak them thoroughly by allowing the water to run directly on the ground and after the surface begins to dry, cultivate as above. Avoid, at all times, the wetting of the foliage. This causes Blackspot and Mildew.

PRUNING

Roses should never be allowed to go unpruned from year to year. The Teas and Hybrid Teas, commonly known as ever-blooming or monthly blooming roses bloom on the new wood produced each growing season and only three or four of the most vigorous canes should be left on the plant and these cut back to a height of not over eight or ten inches above the ground level. The Perpetual, Hybrid Perpetuals and allied families of bush roses should be reduced about one-half and thinned by taking the weak canes and stems out.

Climbing roses as a rule should not be pruned heavily after the first year. The framework branches should be trained against the wall or fence and may be shortened in after years if desired. Each season the weak and dead branches should be removed on all types of climbers. Those listed as monthly bloomers should be pruned more heavily than the varieties which bloom only once or twice during the season for the reason that they bloom on new wood during the growing season while those making a large burst of flowers in the spring and early intermittently thereafter usually bloom on wood grown the preceding year. Probably the best time to prune roses in this latitude is during the month of January or the early part of February.

WINTER PROTECTION

Roses need very little protection in this climate and if about six or eight inches of dirt is pulled to the plants after they become dormant there will be little or no loss from the cold weather. In the North it is well to mound this dirt up and after the first heavy freeze cut the tops back about half and work strawy manure, leaves or evergreen boughs over the canes, taking care that they are not smothered with too much material over them.

CUT ROSES

Roses should be cut when the buds begin to open with as long a stem as it is possible to secure and still leave a stub or

spur on the main cane long enough to carry one or two stems. At the base of each of the leaf stems will be a bud or eye and when one or two of these are left on the remaining spur they will force out new flower stems and produce many more flowers than bushes where the stems are cut too close to the main cane.

FERTILIZERS

After the plants begin to grow, they will need some feeding. We recommend Vigoro as it seems to be the best plant-food. It was used in the noted Rose Garden at the Century of Progress, Chicago, and is a success in private gardens. Full directions for use are supplied with each package. Apply the bed through the summer, with Peat Moss, a similar substance, to a depth of three to four inches to serve moisture and keep the surface free from weeds. It does not need to be cultivated when so covered.

Caution should be taken to see that no fertilizer comes in direct contact with the roots and under no circumstances should it be placed under the plant at the time of planting.

CONTROLLING INSECTS

Mildew and Blackspot are the worst enemies of roses. Prevention is a great deal easier than attempting to cure the disease. Dust the plants thoroughly every two or three weeks with a dust made of nine parts sulphur and one part of lead.

Chewing insects and green plant lice can easily be controlled by spraying with a solution of arsenate of lead or other reliable sprays on the market used according to the direction of the manufacturers.



Forty Niner (Plant Pat. 792)	\$2.25 each; 3 for \$6.00
Helen Traubel (Plant Pat. 1028)	2.75 each; 3 for 7.20
Katherine T. Marshall (Plant Pat. 607)	1.75 each; 3 for 4.65
Blanche Mallerin (Plant Pat. 594)	2.00 each; 3 for 5.25
New Yorker (Plant Pat. 823)	2.00 each; 3 for 5.25

Select



PEACE

(Plant Pat. 591)

\$2.50 each; 3 for \$6.60

Charlotte Armstrong (Plant Pat. 713)
 Nocturne (Plant Pat. 713)
 Capistrano (Plant Pat. 922)
 Bravo (Plant Pat. 983)
 Mirandy (Plant Pat. 632)
 Mission Bells (Plant Pat. 924)
 Fred Howard (Plant Pat. 1003)

Climbing Red American Beauty—Red
 Climbing Caledonia—White
 Climbing Etoile de Hollande—Red
 Climbing Ideal—Scarlet
 Climbing Francis Scott Key—Red
 Climbing K. A. Viktoria—White
 Climbing Meteor—Crimson
 Climbing Red Radiance—Red
 Climbing P. S. Du Pont—Yellow
 Climbing Pink Radiance—Pink
 Climbing President Hoover—Two-Tone Red and Yellow
 Climbing Talisman—Variegated
 Paul's Scarlet—Scarlet
 75c each; 12 for \$7.50

ALL ROSES



POLYANTHA ROSES

75c each; 12 for \$7.50

List of

BABY TAU
 CECILE BR
 ELL
 GOLDE

McClung

Patent Roses



TEXAS CENTENNIAL
(Plant Pat. 162)

Pat. 455)	\$2.00 each; 3 for \$5.25
	2.00 each; 3 for 5.25
2)	2.25 each; 3 for 6.00
	2.25 each; 3 for 6.00
	2.00 each; 3 for 5.25
923)	2.25 each; 3 for 6.00
006)	2.50 each; 3 for 6.60

ROSES SHIPPED POSTPAID



CLIMBING BLAZE
Each \$1.00; 12 for \$9.00

of Quality Polyantha Roses
IDEAL—Scarlet
BABY ORLEANS—Pink
AUSENSCHON—White to Soft Pink
BRUNNER—Light Pink, Yellow Base
ELLEN POULSEN—Bright Pink
GOLDEN SALMON—Orange Salmon



McCLUNG'S "FAITHFUL DOZEN"

The 12 Roses offered in this collection are, in our opinion, the very best for the beginner or the professional rose grower and have been selected by our experts for their profusion of bloom, hardiness, beauty, disease-resistant foliage and their cutting qualities. Each plant is our No. 1 heavy grade and all have bloomed one year in our nursery. They will live and continue to produce hundreds of beautiful blooms the first summer after planting.

Here is what you receive in McClung's "Faithful Dozen" (see illustration, top row, left to right): Talisman, 1 Ami Quinard, 1 President Hoover, 1 Columbia, 1 Dame Edith Helen, 1 Crusader, 1 Francis Scott Key, 1 Julien Potin, 1 Georgeous, 1 Mrs. Henry Bowles, 1 Killarney White, 1 Hadley.

Order one or more of McClung's "Faithful Dozen." You will be more than pleased that you did, and remember, they are postpaid to your door for only.....

\$6⁹⁵

McClung Bros. Roses Come from the Famous East Texas Fields, the Largest Rose Growing Center in the U. S. A.

LOCATION: McClung Bros. Rose Nursery is located five miles northwest of Tyler, Texas, on Route 5, right in the very heart of the largest rose growing section of the United States. Here, climate and soil are most ideal for producing the healthy, hardy plants that bear our label. If nearby, visit our nurseries. You're always welcome.

TWO-YEAR-OLD PLANTS: McClung Bros. ship only two-year-old field-grown plants. These plants have been allowed to remain in the field and are not dug until your order is received, thus assuring you of fresh, healthy plants with all of the vitality retained in the plants.

UNDERSTOCK: All McClung Bros. roses are budded on vigorous, disease-resisting understock. *Rosa multiflora japonica*. Every operation is under the supervision of experienced and expert rose men, assuring you at all times of stock true to name.

ROSES BY THE CARLOAD: McClung Bros. are producers of Roses on a very large scale. Under our personal supervision, we grow many carloads of over one hundred varieties, but we have culled the varieties down to a few of the finest and hardest sorts, as described in this folder.

PACKING AND SHIPPING: Our roses are packed in tightly, heavy kraft paper or burlap and are guaranteed to reach you in good, fresh condition. All orders are dug, filled and shipped, as near as possible, the same day received and it is necessary that you state how you want your shipment made, otherwise we shall use our judgment to the best way, without assuming responsibility.

BUY DIRECT FROM THE GROWERS: It has been brought to our attention that salesmen are going through the country claiming to represent McClung Bros. Rose Nursery. Let us caution you that we do not employ any salesmen or order takers. You deal direct with the grower when ordering from us, thereby eliminating the extra profit of commission added by salespeople. Our customers get the benefit of these and other savings (by our methods of doing business) through lower prices, as well as better plants.

OUR GUARANTEE

We guarantee all our Roses to be true to name and, on proper proof, will replace any that are not, but will not be responsible beyond replacing the plants. Our plants are also guaranteed to reach you in good condition in every respect, or your money will be refunded, if you do not care to have additional plants to replace them.

OUR TERMS

Cash must accompany all orders as we have no Credit Department and would only have to add to our prices to sell on terms. So send Currency, Post Office or Express Money Order, or personal check. No orders will be accepted for less than \$1.00 unless 25 cents extra is included for packing and postage.

REFERENCES:

Chamber of Commerce
 Tyler State Bank & Trust Co.
 Peoples National Bank
 Citizens National Bank

... or any other business house of Tyler, Texas
 Also our customers (names of some near you sent on request)

62.83

= 1953 =

RS

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ROUTE 5

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Select a sunny location where water does not stand after a rain and as far away as possible from large trees and shrubs, as the roots of these usually extend farther than the branches, and sap the ground for a considerable distance. Do not plant on ground where roses or other trees have grown old and died. A sandy loam soil is best with a clay sub-soil, but roses will do well in almost any soil if it is well fertilized, drained and cultivated. If the only available site is damp or soggy all the time, drain it with tiles or stones laid at the edge of the beds.

PREPARATION OF SOIL

If possible, have the beds plowed or spaded as deep as 12 to 18 inches turning the top soil under and thoroughly pulverizing the soil a week or so before planting in order to let it settle.

PLANTING

Open the package of roses as soon as they arrive and plant at once or dig a trench and cover the roots with moist or wet dirt and the tops with straw or burlap to prevent drying out. Prune off any broken or bruised roots and small branches and cut the heavy canes back to about six or eight inches above the graft or union of the root stock. (See Fig. 1.)

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CULTIVATION

The roots of roses should not be disturbed but the surface of the bed should be kept cultivated to a depth of two or three inches by going over it every week or ten days. If this dust mulch is maintained it will help conserve the moisture and save a great deal of labor in watering. Should the beds become too dry soak them thoroughly by allowing the water to run directly on the ground and after the surface begins to dry, cultivate as above. Avoid, at all times, the wetting of the foliage. This causes Blackspot and Mildew.

PRUNING

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spur on the main cane long enough to carry one or two leafy stems. At the base of each of the leaf stems will be noticed a bud or eye and when one or two of these are left on the remaining spur they will force out new flower stems and produce many more flowers than bushes where the stems are cut too close to the main cane.

FERTILIZERS

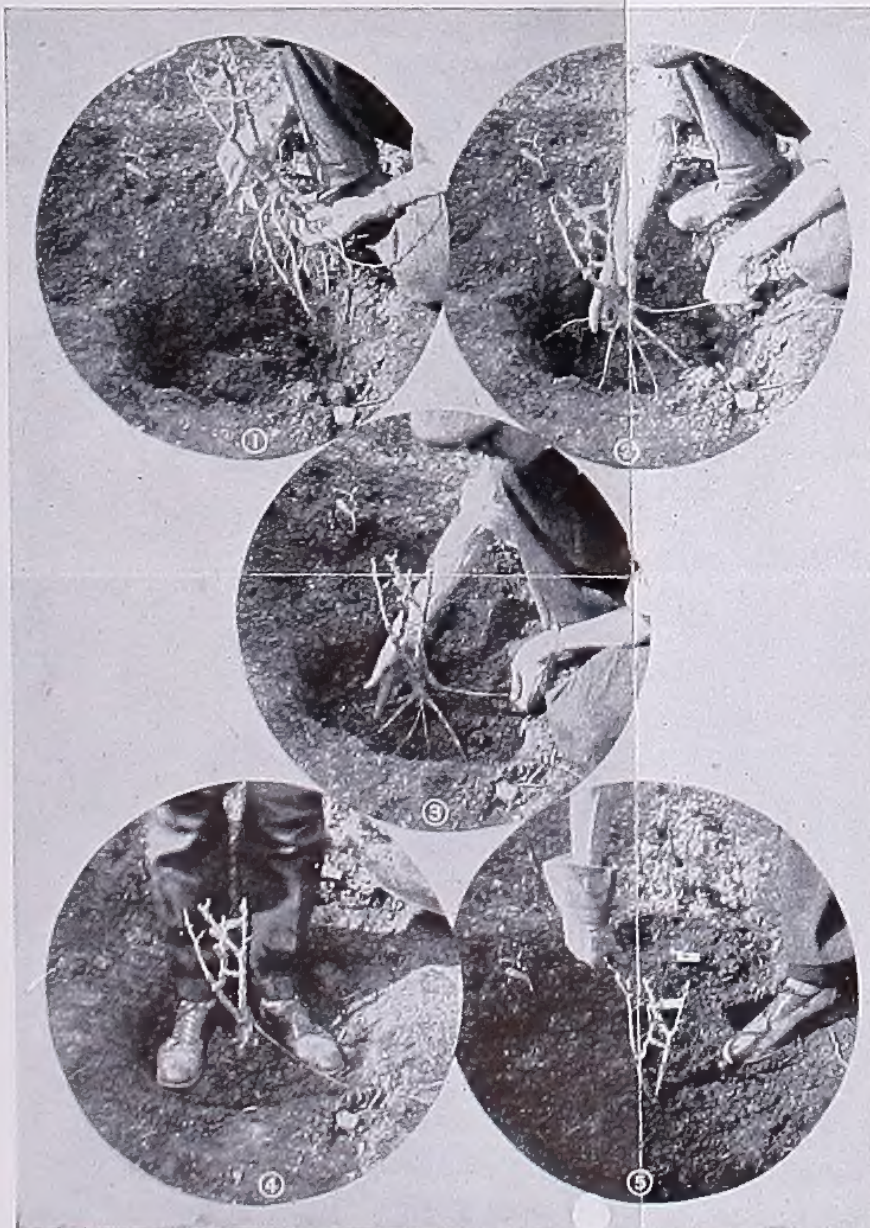
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Chewing insects and green plant lice can easily be controlled by spraying with a solution of arsenate of lead, nicotine or other reliable sprays on the market used according to the direction of the manufacturers.



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Climbing Etoile de Hollande—Red
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Climbing Meteor—Crimson
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Climbing Talisman—Variegated
Paul's Scarlet—Scarlet
75c each; 12 for \$7.50



POLYANTHA ROSES

75c each; 12 for \$7.50

McClung Select Patent Roses



TEXAS CENTENNIAL (Plant Pat. 162)

Charlotte Armstrong (Plant Pat. 455)	\$2.00 each; 3 for \$5.25
Nocturne (Plant Pat. 713)	2.00 each; 3 for 5.25
Capistrano (Plant Pat. 922)	2.25 each; 3 for 6.00
Bravo (Plant Pat. 983)	2.25 each; 3 for 6.00
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Mission Bells (Plant Pat. 923)	2.25 each; 3 for 6.00
Fred Howard (Plant Pat. 006)	2.50 each; 3 for 6.60

ALL ROSES SHIPPED POSTPAID



CLIMBING BLAZE Each \$1.00; 12 for \$9.00

List of Quality Polyantha Roses

IDEAL—Scarlet
BABY ORLEANS—Pink
BABY TAUSENDSCHON—White to Soft Pink
CECILE BRUNNER—Light Pink, Yellow Base
ELLEN POULSEN—Bright Pink
GOLDEN SALMON—Orange Salmon



McCLUNG'S "FAITHFUL DOZEN"

The 12 Roses offered in this collection are, in our opinion, the very best for the beginner or the professional rose grower and have been selected by our experts for their profusion of bloom, hardiness, beauty, disease-resistant foliage and their cutting qualities. Each plant is our No. 1 heavy grade and all have bloomed one year in our nursery. They will live and continue to produce hundreds of beautiful blooms the first summer after planting.

Here is what you receive in McClung's "Faithful Dozen" (see illustration, top row, left to right): Talisman, 1 Ami Quinard, 1 President Hoover, 1 Columbia, 1 Dame Edith Helen, 1 Crusader, 1 Francis Scott Key, 1 Julien Polin, 1 Gorgeous, 1 Mrs. Henry Bowles, 1 Killarney White, 1 Hadley.

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UNDERSTOCK: All McClung Bros. roses are budded on vigorous, disease-resistant understock, Rosa multiflora japonica. Every operation is under the supervision of experienced and expert rose men, assuring you at all times of stock true to name.

ROSES BY THE CARLOAD: McClung Bros. are producers of Roses on a very large scale. Under our personal supervision, we grow many carloads of over one hundred varieties, but we have culled the varieties down to a few of the finest and hardestiest sorts, as described in this folder.

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REFERENCES:

Chamber of Commerce
Tyler State Bank & Trust Co.
Peoples National Bank
Citizens National Bank
... or any other business house of Tyler, Texas
Also our customers (names of some near you sent on request)



POINSETTIA

75c each; 12 for \$7.50



AMI QUINARD

75c each; 12 for \$7.50

***Roses Will
Bloom This Season***



TALISMAN

75c each; 12 for \$7.50



PRESIDENT HERBERT
HOOVER

75c each; 12 for \$7.50



ETOILE DE HOLLANDE

75c each; 12 for \$7.50

2 Year Old Field Grow

**From McCLUNG BROS. ROSE NU
TYLER, TEXAS**

Listing of Quality Standard Rose Bushes

Ami Quinard—Dark Crimson	K. A. Victoria—White
Betty Grace Clark—Yellow Apricot	Killamey, White—White
Betty Uprichard—Copper-Red	Luxembourg—Yellow
Briarcliff—Pink	Margaret McGredy — Orange-Ver-
Caledonia—White	million
Charles K. Douglas—Red	Mev. G. A. Van Rossem—Apricot
Condesa de Santago—Two-Tone	Mrs. Charles Bell—Shell Pink
Dainty Bess—Flesh Pink	Mrs. E. P. Thom—Yellow
Dame Edith Helen—Rich Pink	Mrs. Pierre S. du Pont—Yellow
Edel—Ivory White	Paul Neyron—Apricot
Editor McFarland—Pink	Pink Radiance—Pink
Edith Nellie Perkins—Salmon	Poinsettia—Red
E. G. Hill—Red	Pres. Herbert Hoover—Two-Tone
Etoile de Hollande—Red	Red Radiance—Red
Floradora—Red	Roslyn—Yellow
Francis Scott Key—Red	Rouge Mallerin—Red
Frau Karl Druschki—White	Syracuse—Red
Golden Dawn—Yellow	Sensation—Red
Golden Ophelia—Yellow	Sister Therese—Yellow
Gorgeous—Yellow	Talisman—Two-Tone
Grenoble—Red	William F. Dreer—Pink
Hadley—Red	Willowmere—Shrimp Pink
Joanna Hill—Yellow-Buff	White American Beauty—White
Jonkheer J. L. Mock—Silver White	White Radiance—White
Julien Potin—Yellow	Yellow Condesa de Santago—Yellow

75c each; 12 for \$7.50

ALL ROSES

Sub-Ze

Anne Vanderbilt—
Break O'Day—Ora
Henry Field No. 1
Red
Lily Pons—White v
Center
Orange Ruffles—O
Queen o' the Lake
Red

Price
Ec

McClun
Incl



GRENOBLE

75c each; 12 for \$7.50



PINK RADIANCE

75c each; 12 for \$7.50



MRS. P. S. DU PONT

75c each; 12 for \$7.50



RE

75c





POINSETTIA

75c each; 12 for \$7.50



AMI QUINARD

75c each; 12 for \$7.50



TALISMAN

75c each; 12 for \$7.50



PRESIDENT HERBERT
HOOVER

75c each; 12 for \$7.50



GRENOBLE

75c each; 12 for \$7.50



ROSLYN

75c each; 12 for \$7.50



KAISERIN AUGUSTA VICTORIA

75c each; 12 for \$7.50



EDITOR McFARLAND

75c each; 12 for \$7.50

New beautiful illustrated catalog will be ready this Fall—Mail postcard for your copy.

2 Year Old Field Grown Roses

From **McCLUNG BROS. ROSE NURSERY**
TYLER, TEXAS

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★ FEB 27 1953 ★
U. S. Department of Agriculture

Listing of Quality Standard Rose Bushes

Ami Quinard—Dark Crimson	K. A. Victoria—White
Betty Grace Clark—Yellow Apricot	Killarney, White—White
Betty Uprichard—Copper-Red	Luxembourg—Yellow
Briarcliff—Pink	Margaret McGredy—Orange-Ver-
Caledonia—White	million
Charles K. Douglas—Red	Mev. G. A. Van Rossem—Apricot
Condesa de Santago—Two-Tone	Mrs. Charles Bell—Shell Pink
Dainty Bess—Flesh Pink	Mrs. E. P. Thom—Yellow
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Frau Karl Druschki—White	Syracuse—Red
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Julien Potin—Yellow	Yellow Condesa de Santago—Yellow

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ALL ROSES SHIPPED POSTPAID

Sub-Zero Hybrid Tea Roses

Anne Vanderbilt—Red	Red Duchess—Red
Break O'Day—Orange	Shades of Autumn—Red
Henry Field No. 112—Deep	with Yellow
Red	V FOR VICTORY—Yellow
Lily Pons—White with yellow	HARDY CLIMBERS
Center	Golden Climber—Yellow
Orange Ruffles—Orange	Golden Glow—Yellow
Queen o' the Lakes—Velvety	Pearly White—White
Red	White Gold—White

Price on all Sub-Zero Roses is
Each \$1.75; 3 for \$5.00

McClung's Novelty Green Rose
Include one in your order
\$1.50 Each



ETOILE DE HOLLANDE

75c each; 12 for \$7.50



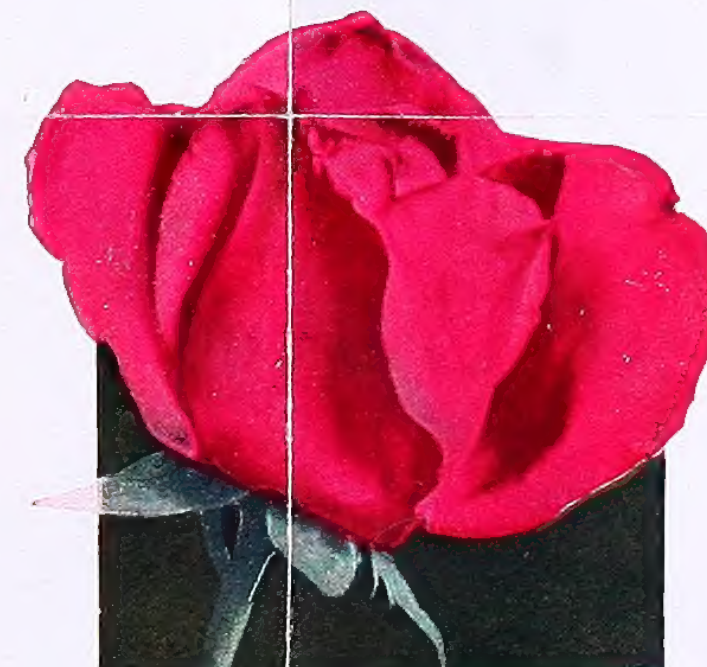
PINK RADIANCE

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MRS. P. S. DU PONT

75c each; 12 for \$7.50



RED RADIANCE

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SYRACUSE

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